



# PREPARE FOR CHRISTMAS RIGHT NOW

WHAT A JOY TO GIVE PRESENTS! AND HE THAT GIVETH SHALL RECEIVE. NOW IS THE TIME: OUR STORE IS THE STORE TO BUY THINGS TO GIVE ALL OF YOUR FRIENDS AND FAMILY. THE RUSH WILL SOON BE ON. SO COME THIS WEEK AND BUY FOR YOUR CHRISTMAS NEEDS WHILE YOU CAN TAKE PLENTY OF TIME TO CHOOSE WHAT YOU WANT.

OUR STORE IS THE STORE WHERE YOUR MONEY GOES FAR.

## Gift Suggestions

# For Immediate Clearance

## Women's Fur Trimmed Suits at

## ONE-HALF PRICE

Superior quality Broadcloth and Serge; we have about 40 Coats and Coat Suits that we are going to close out before Xmas. Now is the time

## To Get Your Choice

### Handsome Bath Robes For Men

You can not please a man better for Xmas than to give him one of our new robes. Only a few in stock. Priced especially low.

### Ladies' and Misses' Silk Sweaters

\$8.00 variety only... \$4.00  
6.00 variety only... 3.00  
5.00 variety only... 2.50

### The Very Latest in Skirts

You may look the city over and not find a better line of new skirts than we are now selling at a great reduction. We have the serges and Shepherd plaids also a few corduroys.

### The Famous Line of Manhattan Shirtwaist

This is an ideal Xmas gift for a girl or woman. We are showing waists in plaid silk, Jersey silks, crepe de chine, messaline, etc.  
\$2.50 quality for only... \$1.98

### Linens

Luncheon Sets pure linen, \$10.00 values only... \$7.98  
\$9.00 values only... 6.98  
6.50 values only... 4.98

### Our Special Reduction on Underwear

Ladies' all wool vests, \$1.00 quality for only... 69c  
Set Snug vests and pants, 50c quality for... 39c  
25c quality for... 19c

### Table Linens

This line of goods has increased in price during the past few months over 25 per cent on account of the war. We are reducing the price even lower than the market was before the war.  
\$1.75 grade for only... \$1.50  
1.50 grade for only... 1.25  
1.25 grade for only... 1.00  
1.00 grade for only... 89c

We have some beautiful napkins to match.

Big lot of children's sweaters on hand. To close them out during this sale for only 19c.

### Xmas Silks

Yard wide messalines in all the leading shades for only 89c per yard. Yard wide taffeta for only 89c.

REMEMBER WE DO EXACTLY AS WE ADVERTISE

### Xmas Blankets

We have only a few of these left. They are real bargains. \$6.50 blankets \$4.98. \$5.00 blankets \$3.98.  
Men's White Negligees, \$1.00 quality for only... 79c  
Men's Stripes and Fancy Shirts, \$1.00 kind for only... 50c  
50c kind for only... 25c  
We are giving 20 per cent reduction on all our new styles in the well known brand of Queen Quality Shoes for Misses and Ladies. Now is your time.  
One special lot of children's shoes for... \$1.00 per pair  
One lot of Dress goods, 50c quality for only... 25c

### Xmas Ribbons

Xmas Ribbons, suitable for men's and ladies work bags, only 25c yd  
Leather Hand Bags, \$1.00, \$1.50, \$2.00, \$2.50

### Jewelry

We have just received a new assortment of jewelry. You are invited to inspect them.  
Hat Pins... 10c, 25c and 50c  
Baby sets, beauty pins, bar pins shirt waist sets, lavallieres, brooches... 10c, 25c, 50c, 75c and \$1.00

### Xmas Neckwear

Dainty neckwear put up in Xmas boxes suitable for gifts only 25c  
Men's Handkerchiefs, 5c, 10c and 25c. Two in Xmas boxes only 50c  
Ladies handkerchiefs, pure linen, 5c, 10c, 19c, 25c, 50c. Three in Xmas boxes, fancy embroidered, 50c up.  
Beautiful crepe de chine handkerchiefs 25c.  
Children's handkerchiefs in Xmas boxes 10c and 25c.  
Children's Kewpie handkerchiefs, 25c per box.

MAIL ORDERS-For the benefit of those who are unable to come in and select what they wish. we will fill their orders by PARCEL POST at the regular prices, Postage Prepaid

# Hendersonville Mercantile Co.